VISIT JAPAN ASIA Travel Mart 2015

For Buyers

Basic Information & Matching Member Information

Registration Guidelines

Buyers register as follows:

(1) Basic information

* Register information required by Buyer's Secretariat of VISIT JAPAN ASIA Travel Mart 2015.

- Profile/company information
- View Familiarization Trip schedule/select trip
- Passport information
- Visa information

(2) Matching member information

*Register information required for business meeting appointment matching(*1).

- Conditions you require for business meeting match-ups
- PR geared toward sellers

(*1) For details, see Page 3.

Projected Schedule

Date	Schedule
Wed., April 22nd	English registration site set up
Mon., April 27th	Japanese registration site set up
▼The following schedule applies to only buyers whose participation has been authorized▼	
Tue., April 28th	Authorization of Buyer participation started
	Mail buyer page login link set up/e-mailed
	Buyer Page Registration information update system launched
Fri., May 1st	Deadline for both types of registration
Tue., May 12th	Matching system user manual Web uploaded
Thu., May 14th	Business meeting appointment matching launched
Fri., June 5th	Business meeting schedule determined (tentative)

- Buyers will receive an authorization e-mail as of Tuesday, April 28th on how to create a login password for the Buyer My-Page link.
- Registered information can be edited on the Buyer My-Page, except for certain information. (*2)
- The English registration page will be established first, on Wednesday, April 22nd.
  The Japanese site will be set up on Monday, April 27th.
  *Please register on English or Japanese page whichever you prefer.
  (Note: that you do not need to register on both of the English and Japanese pages.)

*** Please complete your basic information and Matching member information registration by Friday, May 1st.**

(*2) Note that you cannot change the following items: Name/ Gender/ Name as appears in passport/ Visa application *See Page 5 for further information.

About the business matching system

VISIT JAPAN ASIA Travel Mart 2015 uses a business matching system whereby both buyers and sellers can request appointments.

Flow of information registration/business matching process

1 Matching information registration
Register information required for matching process.
Wed., April 22nd

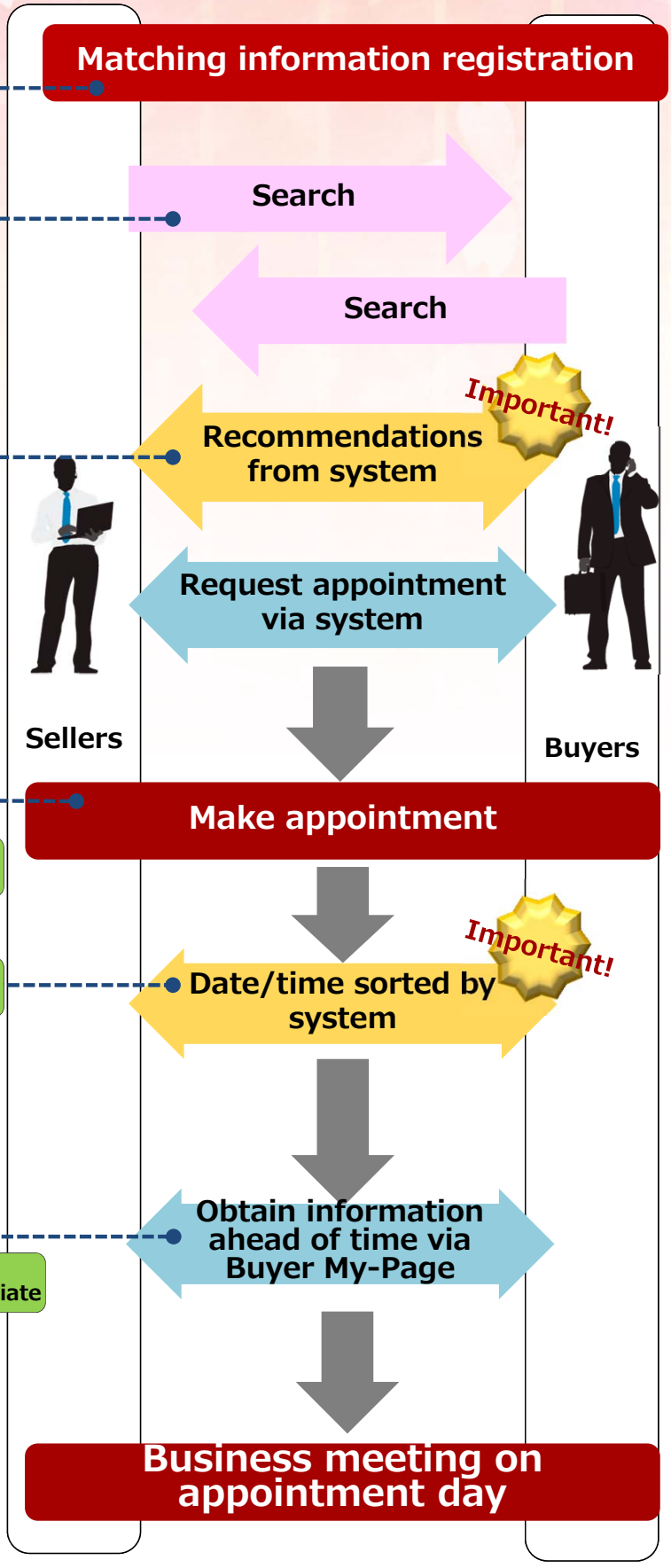
2 Matching
Search sellers and request appointments directly.
Thu., May 14th

Notice of recommendations for business meetings that meet the requirements of both buyers and sellers
Ex: "We recommend that you meet with Company xxx."

3 Set up a business meeting appointment
A business meeting appointment will be set up once Buyer/Seller authorize a business meeting request. (both companies agree)
As appropriate

4 Determine appointment session time
The system will automatically determine dates and times for appointments set up in step 3. Optimized scheduling is designed to enable more efficient business meetings.
Fri., June 5th

5 Obtain information ahead of time
Through your Buyer My-Page, you can obtain the information you need prior to your meeting, including: meeting schedule; profiles of the company you are meeting with; topics you want to discuss, etc. In addition, you can also contact the seller ahead of time by sending them a message.
As appropriate



To registration (from the Website)

VISIT JAPAN ASIA Travel Mart 2015
Japan. Endless Discovery.
OVERVIEW
OVERSEAS BUYERS
English (for Buyers)
日本語（国内セラー向け）
Kyoto, Kifune-jinja Shrine
2015.6.16 Tue ～ 6.17 Wed
MAKUHARI MESSE, International Exhibition Hall 8
Welcome to VJATM2015
The VISIT JAPAN initiative, which was launched in 2003, represents the long-term effort of the Japan National Tourism Organization (JNTO) to promote and increase the number of foreign tourists to Japan. With strong support from the government and private sectors, the Visit Japan program is designed to bring key industry players together to develop attractive travel products in its bid to showcase Japan to the world.
Last year's figure of foreign visitors – over 13 million – not only meant that our goal of 20 million visitors to Japan is getting closer, it also marks our dedication in establishing Japan's appeal as a

1 Click on “Overseas Buyers”

VISIT JAPAN ASIA Travel Mart 2015
Japan. Endless Discovery.
OVERVIEW
OVERSEAS BUYERS
English (for Buyers)
日本語（国内セラー向け）
OVERSEAS BUYERS
Familiarization Trips Itineraries (*Tentative)
※Will be opened on Tuesday, April 21
REGISTRATION
※Will be opened on Wednesday, April 22
Overseas Buyers' LOGIN
※Will be opened on Tuesday, April 28
SCHEDULE
Registration : Will be opened at 2:00pm, Wednesday, April 22
Appointment Matching : Will be opened at 2:00pm, Friday, May 8

2 Click on “REGISTRATION”.

Have a copy of your passport (jpeg image) before you begin registering. The passport copy is required for registration.

Basic Information Registration

First, VJATM2015 participants register their basic information.
Select and fill out required information for registration, in accordance with the Guidelines shown.

Buyer Registration

VISIT JAPAN ASIA Travel Mart 2015

Basic information registration | Matching member information registration

Basic information registration

*日本語での閲覧・回答を希望されるバイヤーは、4/27(月)オープン予定の日本語対応バイヤー登録ページをご利用ください。
(Note: Only English language is available for this online registration page. For registration in Japanese, it will be available from April 27)

Please register and complete the online registration for the 2 sections by May 1.

1. Basic information
   - Register information required by the Buyer's Secretariat for attending VJATM 2015.
2. Matching member information
   - Register information required for business meeting appointment matching.

Please confirm "Buyer Information & Matching Member Information Registration Guidelines" for the detailed description of the procedures.

* Once you have successfully completed the online registration, a confirmation email will be sent to you soon.
* An email notification to set your password in "My Page" account will be sent to you on or after April 28.
* Once you have the access to "My Page" , you may edit the information under your basic profile by May 8.

All fields marked with "*" are required.

Family Name ※	
First Name ※	
Gender ※	Male Female
Title ※	Mr. Ms.
Company Name ※	
Website (English)	
Website ※ (Original Language)	
Department ※	
Job Title	
Line of Business ※	*Please mark all items that apply. FIT, Group tour, Package tour, Educational travel, Incentive, Planned tour, MICE, Cruise, Other category
E-mail Address ※	
E-mail Address ※ (for confirmation)	Enter again for confirmation.
E-Mail Address ※ (Mobile)	
Country ※	------
Postal Code	Only numeric or alphanumeric, no hyphens.
City ※	
Company Adress 1 ※	Level 1, Tokyo Building, 1-1-1, Otemachi, Tokyo, Japan
Company Adress 2	
Phone ※	*without country code
FAX	*without country code
Mobile Phone ※	

Important notice for registrations

3

Select/enter required information.

The following items cannot be changed from the Buyer My-Page . If you need to change this information, contact Buyer's Secretariat.

- Name
- Gender
- Name as appears in passport
- Visa application

Enter information on the open-response space in English single-byte characters.

Basic Information Registration

"Contact person" during your absence : Name ※
*Please enter the name of those who will be able to contact with us while you are away.
"Contact person" during your absence : Phone ※
*Please enter the phone number of those who will be able to contact with us while you are away.
Passport Copy(jpeg image) ※
参照...
*Please click the button and select your passport copy(jpeg Image).
*Up to 1MB image can be uploaded.
Name as appears in passport ※
* Please enter the name (appears in your passport) in Alphabetical characters. Documents for visa application will be prepared using the said Alphabetical characters.
Home Airport ※ (Departure & Arrival)
Seat Preference ※ (NOT Guaranteed)
*It will be based on availability.
Date of birth※
Year: Month: Day:
Nationality ※
Smoking / No smoking ※
Smoking
No smoking
Visa application ※
Required
Not required
Intended place to apply for visa
Visa Copy(jpeg image)
*Please click the button and select your visa copy(jpeg Image).
*Up to 1MB image can be uploaded.
Familiarization trip course you want to participate in ※
Familiarization trip itinerary (1)China A : Kyushu (North)
Familiarization trip itinerary (2)China B : Golden route
* The type of fam courses are pre allocated to each country, so please select your fam course accordingly.
* The confirmation of the fam course selected will be subject to availability.
In the event, if the preferred fam course is unavailable, buyers may be given the option to join a different fam course instead.
* Muslim Fam Course is available only for selected buyers from Malaysia and Indonesia.
Please do not select the Muslim fam course if you are not within the eligibility criteria.
Food restrictions
*Please mark all items that apply.
Beef must be avoided
Pork must be avoided
Raw fish/meat must be avoided
Other
Other Special Needs
Reset
NEXT; Matching member information

① You can check itineraries for the Fam Trips of each country.

② Referencing the information above, select the Familiarization Trip of your choice.

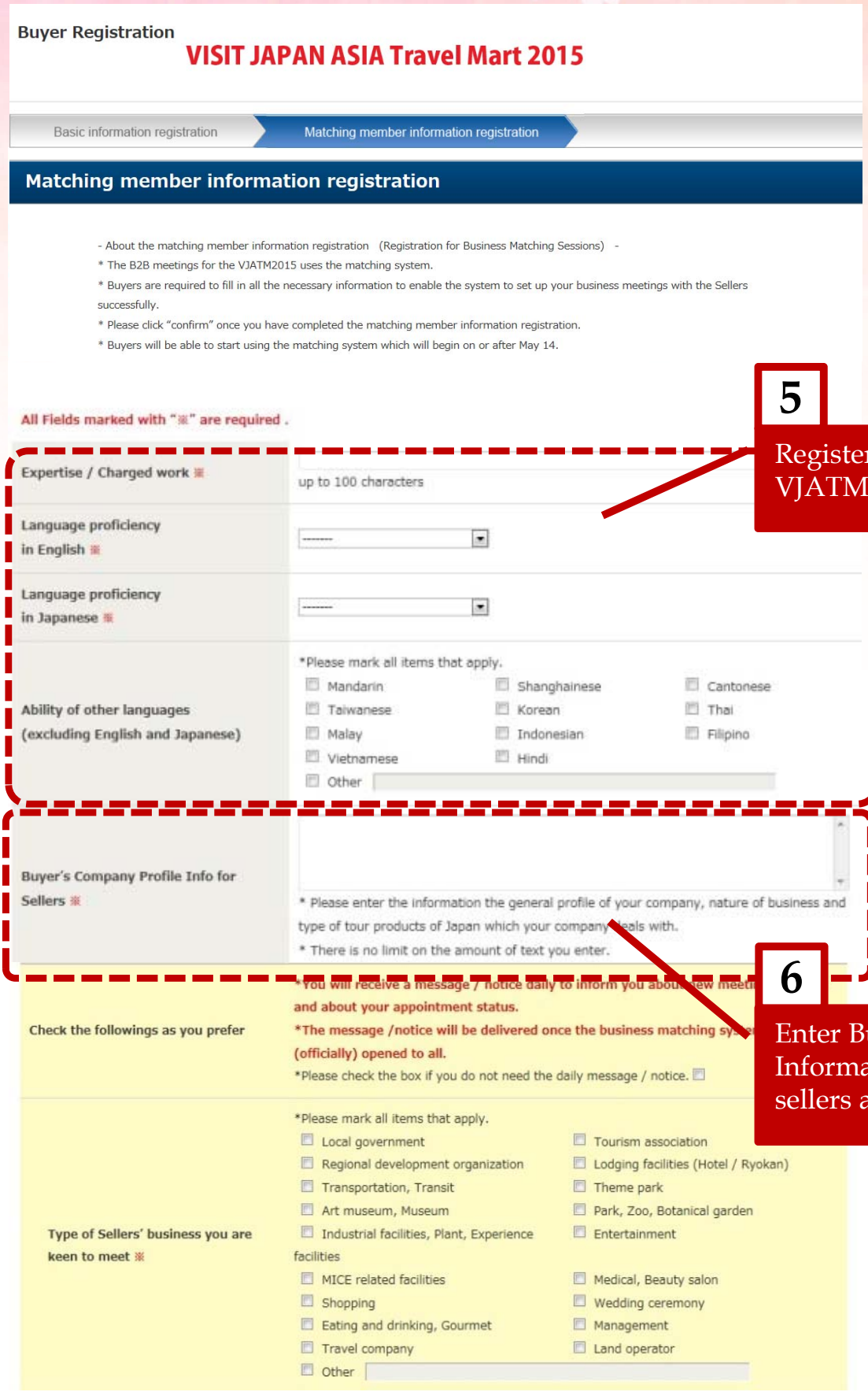
*Seating is limited on the trips.
Note that we may need to make adjustments depending on the number of applications received.

4

Click on
"Next; Matching member information"

Matching Member Information Registration

Next, register the information required for the business matching system.
Based on the registered information, you will receive recommendation selections and sellers will be able to search for you once the matching appointment system is launched. (See Page 3 flow, part 2).



Buyer Registration

VISIT JAPAN ASIA Travel Mart 2015

Basic information registration | Matching member information registration

Matching member information registration

- About the matching member information registration (Registration for Business Matching Sessions) -
* The B2B meetings for the VJATM2015 uses the matching system.
* Buyers are required to fill in all the necessary information to enable the system to set up your business meetings with the Sellers successfully.
* Please click "confirm" once you have completed the matching member information registration.
* Buyers will be able to start using the matching system which will begin on or after May 14.

All Fields marked with "※" are required .

Expertise / Charged work ※ — up to 100 characters

Language proficiency in English ※ — -------

Language proficiency in Japanese ※ — -------

Ability of other languages (excluding English and Japanese) — *Please mark all items that apply.
Mandarin, Shanghainese, Cantonese, Taiwanese, Korean, Thai, Malay, Indonesian, Filipino, Vietnamese, Hindi, Other

Buyer's Company Profile Info for Sellers ※
* Please enter the information the general profile of your company, nature of business and type of tour products of Japan which your company deals with.
* There is no limit on the amount of text you enter.

Check the followings as you prefer — *You will receive a message / notice daily to inform you about new meeti... and about your appointment status.
*The message /notice will be delivered once the business matching sy... (officially) opened to all.
*Please check the box if you do not need the daily message / notice.

Type of Sellers' business you are keen to meet ※ — *Please mark all items that apply.
Local government, Tourism association, Regional development organization, Lodging facilities (Hotel / Ryokan), Transportation, Transit, Theme park, Art museum, Museum, Park, Zoo, Botanical garden, Industrial facilities, Plant, Experience facilities, Entertainment, MICE related facilities, Medical, Beauty salon, Shopping, Wedding ceremony, Eating and drinking, Gourmet, Management, Travel company, Land operator, Other

5

Register information of VJATM2015 participants.

6

Enter Buyer's company profile Information to appeal to the sellers as detailed as possible.

Matching Member Information Registration

Expected Result obtained from the business meeting ※

*Please mark all items that apply.

- ☐ Purchase and Consideration of Tourism Products
- ☐ Purchase and Consideration of Tour Packages
- ☐ Gathering Information of the Inbound Market (Popularity in Japan)
- ☐ Other

Country & Community of your business market ※

*Please mark all items that apply.

- ☐ China
- ☐ Korea
- ☐ Taiwan
- ☐ Hong Kong
- ☐ Thailand
- ☐ Singapore
- ☐ Malaysia
- ☐ Indonesia
- ☐ Philippines
- ☐ Vietnam
- ☐ India

Region of the potential seller you wish to approach ※

*Please mark all items that apply.

- ☐ **Whole Japan**
- ☐ **Hokkaido**
  - ☐ Hokkaido
- ☐ **Tohoku**
  - ☐ Aomori
  - ☐ Iwate
  - ☐ Miyagi
  - ☐ Akita
  - ☐ Yamagata
  - ☐ Fukushima
- ☐ **Kanto**
  - ☐ Ibaraki
  - ☐ Tochigi
  - ☐ Gunma
  - ☐ Saitama
  - ☐ Chiba
  - ☐ Tokyo
  - ☐ Kanagawa
- ☐ **Hokuriku/Shinetsu**
  - ☐ Nagano
  - ☐ Niigata
  - ☐ Toya
  - ☐ Ishikawa
  - ☐ Fukui
- ☐ **Tokai**
  - ☐ Yamanashi
  - ☐ Shizuoka
  - ☐ Aich
  - ☐ Gifu
  - ☐ Mie
- ☐ **Kinki**
  - ☐ Shiga
  - ☐ Kyoto
  - ☐ Nara
  - ☐ Osaka
  - ☐ Wakayama
  - ☐ Hyo
- ☐ **Chugoku**
  - ☐ Tottori
  - ☐ Shimane
  - ☐ Okayama
  - ☐ Hiroshima
  - ☐ Yamaguchi
- ☐ **Shikoku**
  - ☐ Tokushima
  - ☐ Kagawa
  - ☐ Ehime
  - ☐ Kochi
- ☐ **Kyushu/Okinawa**
  - ☐ Fukuoka
  - ☐ Saga
  - ☐ Nagasaki
  - ☐ Oita
  - ☐ Kumamoto
  - ☐ Miyazaki
  - ☐ Kagoshima
  - ☐ Okinawa

7

Select the region where you want to have business meetings with sellers.
* Select all that apply.

Tour product / information which your company is searching /looking for ※

*Please mark all items that apply.

Tourism information

- ☐ Local tourism information
- ☐ Regional Model Route
- ☐ Event information
- ☐ Other

Lodging facilities

- ☐ Hotel
- ☐ Ryokan
- ☐ Other

Transportation, Transit

- ☐ Transportation, Transit

Theme park

- ☐ Art museum, Museum, Park, Zoo, Botanical garden, aquarium
- ☐ Industrial facilities, P
- ☐ Experience facilities
- ☐ Entertainment
- ☐ Other

MICE

- ☐ MICE

Medical, Beauty salon

- ☐ Medical, Beauty salon

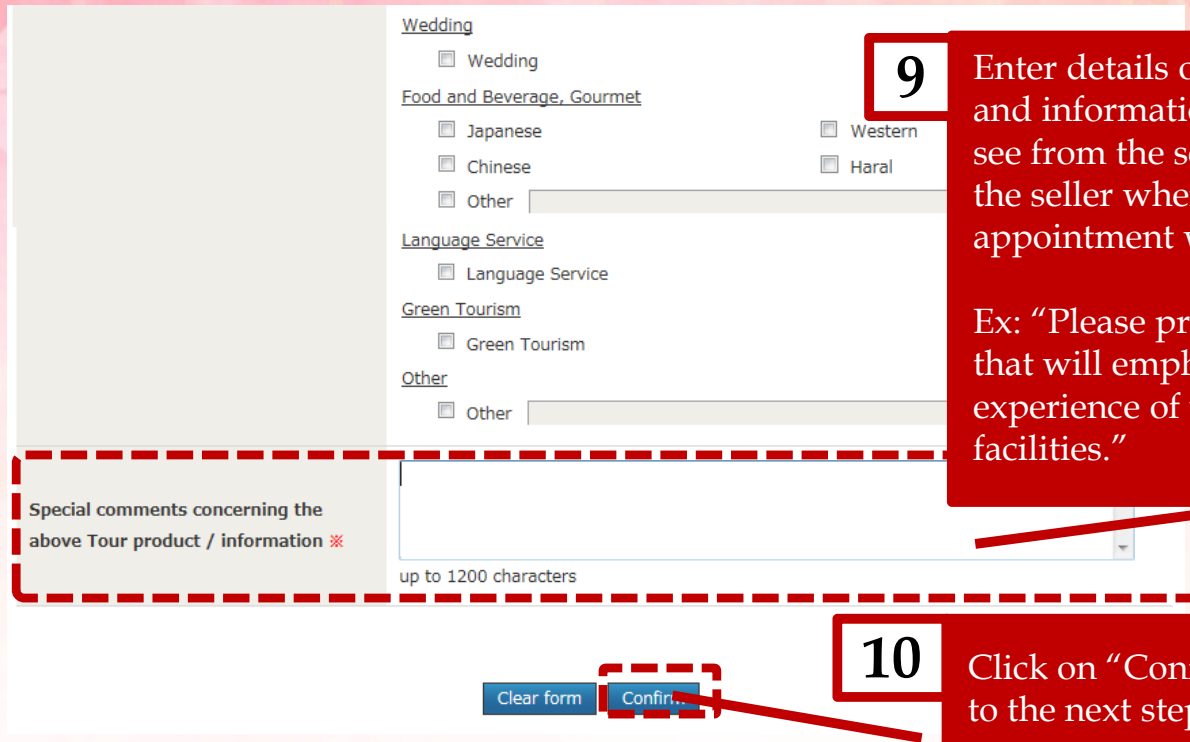
Shopping

- ☐ Outlet mall
- ☐ Duty free shop
- ☐ Other

8

Indicate all of your requirements for business meeting possibilities. Note that the more details you provide, the more sellers will be enable to search you.

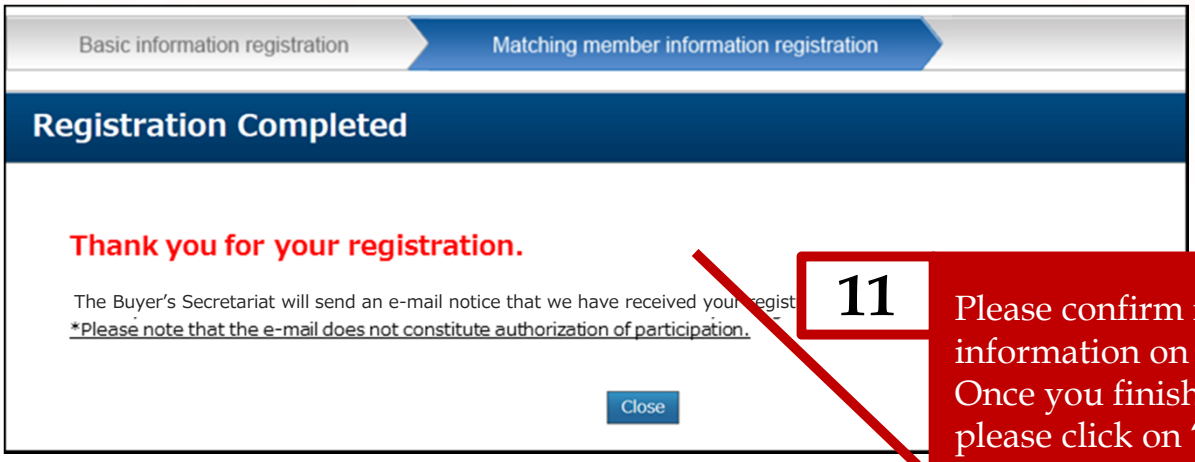
Matching Member Information Registration



9 Enter details of tourism content and information you would like to see from the seller. This will help the seller when they make an appointment with you.

Ex: "Please provide us with a tour that will emphasize our experience of your industrial facilities."

10 Click on "Confirm" and proceed to the next step.


Basic information registration
Matching member information registration
Registration Completed
Thank you for your registration.
The Buyer's Secretariat will send an e-mail notice that we have received your regist
*Please note that the e-mail does not constitute authorization of participation.
Close

11 Please confirm registered your information on next page.
Once you finish confirmation, please click on "Register as Matching Member"

If you complete both registrations, you will see this message.

*The tips for your successful business matching

- By not excessively narrowing down your selections, you will receive more business meeting requests from sellers. Select all that apply.
- Please select items/enter information as detailed as possible.
  More sellers will approach you if you make it easier for them to search for and find you.
  More detail will also enable you to identify optimal potential partners for business meetings.

Registration complete/Authorization e-mail sent

Immediately following registration

Buyer Registration Confirmation VISIT JAPAN ASIA Travel Mart 2015

Registration date:

Dear 《Title》 《First Name》 《Last Name》 《Company Name》,

Thank you very much for registering with VISIT JAPAN ASIA Travel Mart 2015.
This is to notify you that we have received your registration information.

* Please note that this e-mail does not constitute authorization of participation.

* Once we confirm your registration details and authorize your participation,
we will begin sending out Buyer Page links, as of Tuesday, April 28th. Follow the link to create a login password.

If you have any questions, please contact the appropriate Buyer Administrative Office noted below.

*** Do not reply to this e-mail. Use the e-mail address below for the market you are interested in. ***

■VISIT JAPAN ASIA Travel Mart 2015 Overseas Buyer Administrative Offices

- Tel: +81-3-6737-9446
- Hours: Mon.-Fri. 09:30~17:30 (closed Sat., Sun., and holidays)
- E-mail : Inquire with the following offices, depending on the market you are interested in.

China	buyer-china@vjatm.com
Korea	buyer-korea@vjatm.com
Taiwan	buyer-taiwan@vjatm.com
Hong-Kong	buyer-hongkong@vjatm.com
Thailand	buyer-thailand@vjatm.com
Singapore	buyer-singapore@vjatm.com
Malaysia	buyer-malaysia@vjatm.com
Indonesia	buyer-indonesia@vjatm.com
Vietnam	buyer-vietnam@vjatm.com
Philippines	buyer-philippines@vjatm.com
India	buyer-india@vjatm.com

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Once you register, you will immediately receive a notice that your registration is complete.

* Please wait until you receive authorization of your participation from Buyer's secretariat.

Follow the guidelines in the e-mail to create a login password For the Buyer My-Page.

Tue., April 28th

◆Authorization e-mail from buyer's secretariat

[Contains]
・Link to page for setting your password:***
・Your ID:***

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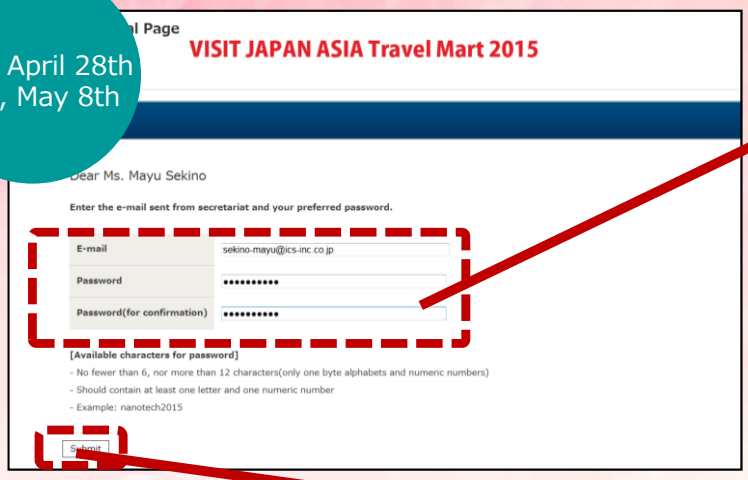
Click on the link to login page and create a password, and proceed to your Buyer My-Page.

Create a Buyer My-Page login password

Tue., April 28th
-Fri., May 8th


Page
VISIT JAPAN ASIA Travel Mart 2015
Dear Ms. Mayu Sekino
Enter the e-mail sent from secretariat and your preferred password.
E-mail
sekino-mayu@ics-inc.co.jp
Password
Password(for confirmation)
[Available characters for password]
- No fewer than 6, nor more than 12 characters(only one byte alphabets and numeric numbers)
- Should contain at least one letter and one numeric number
- Example: nanotech2015
Submit

14

Enter your registered e-mail address and set your password.
Your e-mail address will be your ID for your Buyer My-Page of VJATM2015.
*Keep the following in mind when you set your password:
- Your password must be at least six and less than thirteen single-byte English characters.
- You must use at least one letter and one number.

Ex: vjatm2015

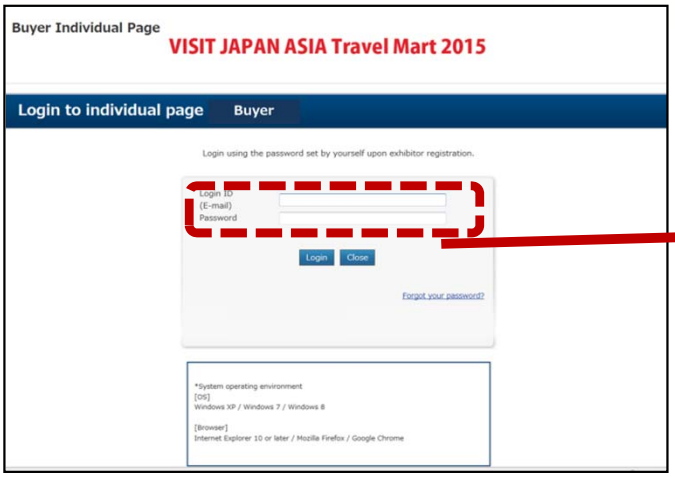
15

Click “Submit.”

Once you are finished setting your password, go back to the Overseas Buyers page and login.

16

Click “Overseas Buyers’ LOGIN.”



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Enter your ID (e-mail address) and password to log into your Buyer My-Page.

- Basic registered information and matching information can be updated on your Buyer My-Page. Please note, however, that the following items cannot be changed:
  *Name/Gender/Name as appears in passport/Visa application
  *If you need to change this information once you have registered, contact Buyer's Secretariat.
- Information for buyers will be displayed on your Buyer My-Page. Check this information periodically.
- Business meeting appointment matching with sellers will begin Thursday, May 14th.
- Registration must be completed by Friday, May 1st.
- the Buyer My-Page login described above will end Friday, May 8th. Please complete preparations for the matching process, to begin Thursday, May 14th.

Buyer's Secretariat of VISIT JAPAN ASIA Travel Mart 2015

- Tel: +81-3-6737-9446
- Hours: Mon.-Fri. 09:30-17:30 (closed Sat., Sun., and holidays)
- E-mail: Inquire with the following e-mail address, depending on your market.

China	buyer-china@vjatm.com
Korea	buyer-korea@vjatm.com
Taiwan	buyer-taiwan@vjatm.com
Hong-Kong	buyer-hongkong@vjatm.com
Thailand	buyer-thailand@vjatm.com
Singapore	buyer-singapore@vjatm.com
Malaysia	buyer-malaysia@vjatm.com
Indonesia	buyer-indonesia@vjatm.com
Vietnam	buyer-vietnam@vjatm.com
Philippines	buyer-philippines@vjatm.com
India	buyer-india@vjatm.com